

R E D

UL 31 1974

R. E. Steele

E. Wickham
For your inf + files
JK

cc R.B. Seligman
Accounting Tax Tables Only
7/31

July 30, 1974

March
April **CI**
Compare

TO: Board of Directors of T.I.T.L.
FROM: William L. Steele
SUBJECT: Test Results for Market Sample No. 15

Enclosed are the test results for the latest market survey, Market Sample No. 15. The data show an overall mean decrease of 0.1 mg/cigt. for "tar" and 0.06 mg/cigt. for nicotine since the last test.

Results of statistically testing individual brands for significant changes are attached. Plus and minus signs indicate the direction of change since the last test. How many of these changes can be accounted for by testing variability, real brand changes, or other factors is unknown.

Ranking of brands according to "tar" values was done prior to rounding. Using the additional decimal point virtually eliminates ties.

William L. Steele

WLS/ps
Enclosure

Board of Directors of T.I.T.L.

Dr. William W. Bates
Dr. Ivor W. Hughes
Dr. Preston H. Leake
Dr. Murray Senkus
Dr. Alexander W. Spears, III
Dr. Helmut Wakeham
cc: Dr. W. B. Bennett, Jr.
Senator Earle C. Clements
Mr. W. Brooks George
Mr. Thomas W. Holley
Mr. Horace R. Kornegay
Mr. Franke Resnik
Mr. Allan Topol

Brands picked
in March.

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